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Atlanta Media Asked to Bar Racist Ads

By William L. Chaze
Associated Press

ATLANTA, Ga., Aug. 2—Citing a "clear and present danger" to Atlanta, Mayor Sam Massell appealed to local news media today to reject the political advertising of a U.S. Senate candidate who is an avowed white supremacist.

The candidate, Democrat J. B. Stoner, vowed to continue the advertising. And the radio and television stations which carried the spots said that they must continue to do so under the Federal Communications Act.

Stoner's first advertisements ran Tuesday over radio station WPLO and WSB-TV. Only broadcast advertising was involved.

"I am the only candidate for the U.S. Senate for white people," said Stoner in his taped spots. "The main reason why niggers want integration is that niggers want our white women. I am for law and order. You can't have law and order and niggers."

The stations and Mayor Massell's office were deluged with protesting telephone calls.

J. B. STONER
". . . for white people"

"No right of censorship exists in the City of Atlanta and this executive order is not an attempt to censor language but is issued for the purpose of avoiding possible injury and death to the citizens of Atlanta and the destruction of property," said Massell.

He said protests had been lodged by the Anti-Defamation League, the National Association for the Advancement of Colored People, and the Atlanta Community Relations Commission.

A WSB-TV spokesman said Stoner had booked 21 of the spots to run between Aug. 1 and Aug. 7 at a cost of $3,000. WPLO said it sold Stoner time for 20 spots spread over five days, ending Saturday.

"Under the law, it is illegal to censor a paid political advertisement," said a WSB-TV executive. "That must be our position. It is a tough one. If you censor in one case, you're stepping on free speech in another. I don't know how you draw the line."

Both stations said they deplored the ads.

[An FCC spokesman in Washington confirmed that under present regulations a broadcaster may not censor paid political ds.

[He said, however, that an FCC ruling on the Atlanta case will be made "shortly," possibly Thursday. The ruling will come on a complaint filed by the Atlanta NAACP.]

Stoner, one of 15 candidates in next Tuesday's senatorial primary, charged that Massell "is trying to interfere with my right to free speech."

"I've got a right to express my feelings on the racial issue and nobody can abridge it," said Stoner, who serves as head of the National States Rights party. He also publishes a white supremacist newspaper, "Thunderbolt."

He said that Massell is "trying to get the stations to violate the law."

Stoner said he had wired all of the stations carrying his advertisements to tell them not to heed Massell.

The senatorial seat he seeks is held by Sen. David Gambrell of Atlanta. Stoner ran unsuccessfully for governor in 1970 as the "white folks candidate."